



Preventing 1 Million Heart Attacks and Strokes

A Turning Point for Impact



2014



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Many of the examples in this document reflect activities conducted by organizations outside of the U.S. Department of Health and Human Services (HHS) and the federal government without funding by HHS, the Centers for Disease Control and Prevention (CDC), the Centers for Medicare & Medicaid Services (CMS), or other federal agencies. These examples are provided for illustrative purposes only and do not constitute an HHS, CDC, CMS, or other federal government activity or endorsement.

Introduction

In the United States, heart attacks cause 122,000 deaths each year, and strokes cause nearly 130,000 deaths. Hundreds of thousands of Americans survive heart attacks and strokes, but they may suffer lasting damage and reduced quality of life. These conditions are incredibly costly, accounting for \$315.4 billion each year in direct and indirect costs. The Centers for Disease Control and Prevention (CDC) estimates that more than 200,000 deaths from heart disease and stroke could be prevented each year. We can achieve sustainable prevention of heart disease and stroke through innovative, collaborative efforts like Million Hearts®.

Created by the U.S. Department of Health and Human Services (HHS), Million Hearts® rallies communities, health care professionals, health systems, nonprofit organizations, federal agencies, and private-sector organizations around a common goal: preventing 1 million heart attacks and strokes by 2017. Million Hearts® calls attention to a small set of changes we can make in our communities and health care systems that support long-term reductions in heart attacks and strokes. Million Hearts® also emphasizes the importance of coordination between public health organizations and clinical systems.

By reducing smoking, decreasing sodium intake, and eliminating artificial trans fat in the food supply, we can change our environment in ways that keep people healthier and less likely to need health care services. For people who do need care, professionals can harness the power of health information technology and deploy new models of care that educate patients about their condition and the ABCS of heart health (**a**spirin when appropriate, **b**lood pressure control, **c**holesterol management, and **s**moking cessation).

The promise—and likelihood—of saving 1 million or more Americans from a traumatic and disabling cardiovascular event has motivated individuals and organizations across the nation, and we already are making great strides in putting effective changes into

action. This brief report summarizes Million Hearts® progress to date and invites current and new partners to join our efforts. We must continue turning energy into impact.

Million Hearts® Targets

Changing the Environment

Reduce smoking



Reduce sodium intake



Eliminate trans fat intake



By 2017...

The number of American smokers has declined from 26% to 24%

Americans consume less than 2,900 milligrams of sodium each day

Americans do not consume any artificial trans fat

Optimizing Care in the Clinical Setting

Focus on the ABCS



Use health tools and technology



Innovate in care delivery



Aspirin use when appropriate

Of the people who have had a heart attack or stroke, 70% are taking aspirin

Blood pressure control

Of the people who have hypertension, 70% have adequately controlled blood pressure

Cholesterol management

Of the people who have high levels of bad cholesterol, 70% are managing it effectively

Smoking cessation treatment

Of current smokers, 70% get counseling and/or medications to help them quit

Million Hearts® promotes clinical and population-wide targets for the ABCS. The 70% values shown here are clinical targets for people engaged in the health care system. For the U.S. population as a whole, the target is 65% for the ABCS.

A Message from the Centers for Disease Control and Prevention



Since launching in 2011, Million Hearts® has made progress in reducing illness and death from heart attack and stroke. We have learned much from

leaders in health care and communities nationwide about what is working and how to effect change.

Now, as Million Hearts® approaches its halfway mark, we need to accelerate that progress. CDC continues to support efforts that help Americans identify and address risk factors for heart attack and stroke, such as smoking, high sodium intake, and high blood pressure. This year, CDC is investing nearly \$300 million in state and community initiatives that work to prevent heart disease, obesity, diabetes, and stroke and to reduce health disparities. Through these efforts, CDC is concentrating resources on key risk factors and diseases that contribute substantially to suffering, disability, and premature death for Americans.

We know what to do to reduce heart attacks and strokes, and several CDC initiatives, including the *Tips From Former Smokers* campaign, helped us make progress in this area. Following the 16-week 2013 *Tips* campaign, calls to 1-800-QUIT-NOW increased by 75%, and visitors to the

***Tips* campaign website** increased nearly 38-fold compared with the 4 weeks before the campaign. In the realm of sodium reduction, CDC continued funding the Sodium Reduction in Communities Program, helping another 10 communities find innovative ways to reduce daily sodium consumption. We discuss some examples of these sodium reduction efforts later in this report, along with CDC's comprehensive high blood pressure control efforts.

While we applaud the success of these Million Hearts® initiatives to date, much more remains for us to accomplish. We may be halfway through, but we're not yet halfway done. Now is the time to double down on our efforts. We are more convinced than ever that Million Hearts® is focusing on the right approaches, but we also know that future efforts will continue to require hard work. We need to make much more progress, particularly on control of hypertension, which is the leading contributing factor to heart disease and stroke. As we reach this midpoint milestone, we look to partners across the country to commit to supporting Million Hearts® and to keep up their hard work.

I am confident that with the help of our public and private partners, we can sustain the Million Hearts® momentum through 2017 and beyond, making a real difference in the lives of Americans.

Thomas Frieden, MD, MPH

Director

Centers for Disease Control and Prevention

A Message from the Centers for Medicare & Medicaid Services



The Centers for Medicare & Medicaid Service (CMS) is honored to co-lead Million Hearts.[®] As CMS pursues its goals of improved health at lower

cost, prevention, and expanded health care coverage, we look to Million Hearts[®] as a powerful example of how collaboration among and across sectors that is grounded in science and driven by data can support desired outcomes.

CMS is participating in Million Hearts[®] in several ways. We are reaching out to our beneficiaries and the professionals who care for them with clear, compelling, and consistent messages about the actions they should take to get and stay heart healthy. We do this in part through our quality improvement organizations and their local engagement in communities across the country. We are also engaging stakeholders through *100 Congregations for Million Hearts[®]*, a faith-based program that connects community and clinical resources to help congregants improve heart health through blood pressure control.

CMS is also recognizing and rewarding achievement and improvement on measures that matter in cardiovascular disease. CMS has adopted the Million Hearts[®] measure set and embedded it across our quality reporting and performance programs, such as Accountable Care Organizations, the Physician Quality Reporting System, and the Center for Medicare & Medicaid Innovation's Comprehensive Primary Care Initiative. We encourage other health care professionals to use the Million Hearts[®] measures set, and in 2015, we will highlight those who report these measures on our **Physician Compare website**.

Finally, we support Million Hearts[®] goals by encouraging the clinicians who lead our new models of care to deploy their electronic health record systems to assess and improve their performance, adopt evidence-based tools like hypertension treatment protocols and patient registries, and reach out to patients to address gaps in care. All these actions will continue to improve health—especially cardiovascular health—for Americans.

CMS thanks both those who have been with us since launch and those who are joining us now. We look forward to making progress together and finishing strong with a million or more healthier hearts by 2017.

Marilyn Tavenner, MHA

Administrator
Centers for Medicare & Medicaid Services

Million Hearts® Progress

2012-2014

Million Hearts® applauds the partners and supporters that are putting into action comprehensive strategies to prevent heart attacks and strokes. In this section, we highlight some key successes since 2012. We hope they will inspire you or your organization to do even more.

Sharing Million Hearts® Messages

A key objective is spreading the word about the initiative and driving individuals and institutions to adopt its tools and messages. Some key metrics include:

- More than 1 million visits to the Million Hearts® website; we also launched a **Spanish site** in 2013.
- E-newsletter distribution to more than 48,000 subscribers.
- More than 140 free downloadable resources, from infographics to heart attack survivor testimonial videos to provider tools.
- More than 63,000 Facebook fans and 15,000 Twitter followers as of August 2014.



Stay Connected

Sign up to receive the latest **news and activities from Million Hearts®** directly to your inbox.

Collaboration at the Heart of Success

Since 2012, Million Hearts® has garnered the support of many organizations, including more than 100 partners that have formally committed to specific activities, such as the Association of State and Territorial Health Officials (ASTHO), National Committee for Quality Assurance (NCQA), Association of Black Cardiologists, Kaiser Permanente, Men's Health Network, Preventive Cardiovascular Nurses Association, American Heart Association, National Forum for Heart Disease and Stroke Prevention, and many others.

The most exciting and promising collaborations in Million Hearts® bring together the complementary assets of the public health and health care sectors. Many powerful examples exist across the nation, from Maryland Million Hearts® (see box on following page) to the 10 funded state grantees and the communities where CDC and ASTHO are supporting rapid-cycle improvement projects for blood pressure control. These examples highlight how experts are coming together to put evidence-based strategies into action to improve heart health.



Optimizing Care

Million Hearts® asks health care professionals to prioritize the ABCS because high performance on these measures leads to fewer disabling and deadly cardiovascular events. Since 2012, many health care professionals have accepted the challenge and adopted health tools and technologies and innovative care delivery models to support their ABCS goals.

Aspirin When Appropriate

For people who have experienced a heart attack or stroke, taking aspirin can help protect against another life-threatening event. However, too few Americans currently benefit from an aspirin treatment regimen. We need everyone's help to identify those who should be taking aspirin to prevent another heart attack or stroke.

Blood Pressure Control

Uncontrolled high blood pressure, also called hypertension, is all too common, highly treatable, and costly in terms of lives lost and health damaged. Through the 2012 and 2013 Hypertension Control Challenges, Million Hearts® identified 11 **Hypertension Control Champions**. The box above right lists common strategies the Champions used.

Champion Jennifer Brull, MD, is a family physician in rural northwest Kansas who serves nearly 600 adult patients each year, almost half of whom have been diagnosed with high blood pressure. Dr. Brull uses an electronic health record system to track



Strategies for Improving Patients' Blood Pressure Control

- Finding and growing hypertension champions within a practice or organization.
- Recognizing and rewarding high performance.
- Taking action to improve medication adherence.
- Implementing electronic health records as a quality-enhancing tool.
- Using teams to build effective partnerships with patients.
- Promoting self-measured blood pressure monitoring and providing clinical support.

patients' blood pressure and accesses the data in a user-friendly dashboard. To improve medication adherence, Dr. Brull works closely with patients, local pharmacies, and insurers to get individuals the right prescriptions and ensure they are taken as directed. She receives alerts from health insurance companies when patients miss prescription refills so she can follow up during visits and address barriers.

Cholesterol Management

High cholesterol is a major risk factor for heart attack and stroke, especially for those who have previously experienced one of these events. The **Kaiser Permanente Colorado High Blood Pressure and Cholesterol Management Program** established patient registries and outreach lists to manage the care of patients with high cholesterol. Kaiser Permanente Colorado found that the number of patients in the program who were screened for cholesterol rose from 55% to 97%, and the number of patients who met target cholesterol levels increased from 26% to 73%.

Smoking Cessation

It takes most smokers multiple attempts to quit. Medications and behavioral counseling improve the odds of success, and referrals to smoking quit lines from health care providers and other sources increased by 30,000 between 2012 and 2013. To get help, call 1-800-QUIT-NOW (1-800-784-8669).

Only 22% of smokers are currently asked if they smoke and given treatment options. As the health care service provider for members, families, and retirees of the New York City hotel industry, the New York Hotel Trades Council and Hotel Association of NYC, Inc.,



ThedaCare in northeast Wisconsin is a 2013 Million Hearts® Hypertension Control Champion. Credit: Jeff Lendrum Photography.

Employee Benefits Funds wanted to identify smokers and help them quit by joining Health eQuits, a smoking cessation intervention program launched by the New York City Department of Health and Mental Hygiene. Health eQuits paid community health centers \$20 per smoker receiving an intervention (e.g., smoking cessation counseling, nicotine replacement therapy or medications, or fax-to-quit referral to a quit line). When the program ended in March 2012, **the Funds reported** that 91% of documented smokers received smoking cessation interventions—a substantial increase from just 27% in 2010.

Now that the Million Hearts® ABCS clinical quality measures have been widely adopted by quality reporting initiatives, it is time to put these actionable data to work, driving improvement and preventing more acute cardiovascular events every day. To showcase progress on the ABCS and understand gaps, Million Hearts® has developed the **Clinical Quality Measures dashboard**. This dashboard displays data from select quality reporting initiatives at the state, HHS region, and national levels, including performance on the ABCS, demographics, and state-level comparisons. We encourage public and private partners to share aggregate data with us for display in the Million Hearts® Clinical Quality Measures dashboard or to display data on their own website in a similar manner.

Resource Spotlight

Healthy Eating and Lifestyle



Healthy Eating & Lifestyle
RESOURCE CENTER



In 2014, Million Hearts® launched the **Healthy Eating and Lifestyle Resource Center** in partnership with CDC and *EatingWell* magazine. The website features lower-sodium, heart-healthy recipes and family-friendly meal plans, with an emphasis on managing sodium intake, a major contributor to high

blood pressure and heart disease. Find and share recipes with your friends and family today.

Fast Stat

As a result of the 2012 *Tips From Former Smokers* campaign, more than 100,000 Americans quit smoking permanently, and an estimated 1.6 million smokers attempted to quit.

Changing the Environment

While working hard to improve clinical care, we also must improve the environments in which people live, learn, work, and play to make healthy living easier. Million Hearts® inspires communities to take their own action to address the cardiovascular risks associated with smoking, high sodium consumption, and trans fat intake.

Smoke-Free Environments

Cigarette smoking and exposure to second-hand tobacco smoke are major risk factors for heart disease and stroke. Since 2012, 102 U.S. communities have implemented local laws making workplaces, restaurants, and bars 100% smoke-free. Research indicates that smoke-free policies are linked to improved health: Studies have shown a 19% reduction in heart attack hospitalization rates after implementation of smoke-free laws.

Sodium Reduction

Too much sodium can increase blood pressure and the risk for heart attack and stroke. About 90% of Americans eat more sodium than recommended. Shasta County Health and Human Services, a CDC **Sodium Reduction in Communities Program** grantee, worked with the California Department of Public Health and eight independent restaurants in northern California to reduce sodium in meals, achieving a more than 26% average reduction in sodium content per meal across 15 meals offered at the restaurants.

Trans Fat Elimination

Consuming trans fat increases low-density lipoprotein (LDL, or “bad”) cholesterol, a risk factor for heart attack and stroke. In November 2013, the Food and Drug

Partner Spotlight

Measure Up/Pressure Down®

Million Hearts® proudly partners with the American Medical Group Foundation's national **Measure Up/Pressure Down®** (MU/PD) campaign to support hypertension control and improvement in medical groups and health systems nationwide. To date, nearly 150 participants delivering care to more than 42 million patients have put into action at least one of eight evidence-based care processes ("campaign planks") with a goal of achieving blood pressure control in 80% of patients with the condition by 2016. Early successes illustrate the value of using hypertension guidelines to treat high blood pressure and the ability to influence large numbers of clinicians and their patients. By improving patients' blood pressure control, 30 participating medical groups helped 30,000 more people reduce their risk for heart attack and stroke.

Administration (FDA) **tentatively determined** that partially hydrogenated oils (PHOs)—the primary dietary source of industrially produced trans fatty acids, or "trans fat"—are not generally recognized as safe for use in food, changing the classification of PHOs to "food additives." If the FDA's decision is finalized, food manufacturers will no longer be permitted to sell PHOs—either directly or as ingredients in food products—without prior FDA approval.

Addressing Health Disparities

African American adults are 40% more likely than their white counterparts to have high blood pressure and 10% less likely to have their blood pressure under control. Million Hearts® works to eliminate lingering inequities like these through projects like **100 Congregations for Million Hearts®**. This program encourages faith-based organizations to increase awareness and action around heart disease prevention and high blood pressure by designating a Million Hearts® Advocate to serve as a source for heart health information and as a connection to local health care providers and community resources. Since the program launched in 2013, 64 congregations from 10 states have committed to the program goals. **Get your congregation involved today.**



Rolland Slade

Rolland Slade is the senior pastor of Meridian Baptist Church and a Million Hearts® Advocate. He encourages his congregation and the surrounding community to improve heart health by reducing trans fat and sodium in communal

meals and adding more fresh vegetables. Pastor Slade also emphasizes the importance of medication adherence for those taking prescriptions for hypertension and high cholesterol. In 2014, he received a Live Well San Diego Public Health Champion Award in honor of his work in the community.

Million Hearts® has developed a number of tools and resources focused on at-risk populations, including a **Spanish-language website** and materials as well as information and tools for African Americans. We will continue to gather and share stories about successful strategies for closing the gap.

State Spotlight

Maryland Million Hearts®

Recognizing Million Hearts® as a valuable way to enhance existing cardiovascular health programs, some states have formed their own Million Hearts® coalitions. For example, **Maryland Million Hearts®** includes five core components affecting the cardiovascular health of all Marylanders: improving clinical care within public and private settings, strengthening tobacco control, promoting a healthy diet, encouraging workplace wellness, and incentivizing local public health action.

The Maryland Department of Health and Mental Hygiene and its public and private sector partners have created several tools and resources to support Maryland Million Hearts®, including an implementation guide for organizations interested in joining the effort that features strategies, resources, and metrics; a website; an annual symposium for partners to share best practices and reconnect; a state-specific hypertension fact sheet for consumers, and an educational cooking initiative called "ChopChop Maryland" that promotes cooking at home and family meals. We hope Maryland's efforts inspire your state to get on board.

Moving Forward



You've seen the progress we're making together to prevent heart attacks and strokes, and hopefully you've been part of Million Hearts® since

2012. We need to push harder than ever over the next 2.5 years to mobilize and maximize our collective efforts and prevent more than 1 million cardiovascular events. Specifically, we need your help to:

Send a clear signal that heart attack and stroke can be prevented by taking specific actions. Many Americans view heart attacks and strokes as an inevitable or even “natural” consequence of aging when, in fact, most are preventable through good habits and good care. Million Hearts® has identified actions that everyone—from individuals to doctors to health insurers and beyond—can take to help prevent heart attacks and strokes. Family history need not dictate family future.

Measure and report progress. Timely data can help accelerate the pace of progress, focus our actions over the next few years, and inform course corrections. Dashboards and other reports that display progress can motivate us all and pave the way for rapid improvement. We ask partners to share their reach and results to date and plan now to achieve results and celebrate with us in 2017.



Take Action

Visit the Million Hearts® website to **find what you can do and access tools to help you succeed.**

Detect, Connect, and Control™. We must find individuals at risk for heart attack and stroke—both in the community and within health care settings—and connect them to care. Detection efforts—such as algorithms embedded in electronic health records—can identify patients with uncontrolled hypertension or poorly managed cholesterol “hiding in plain sight.” Likewise, communities can employ detection efforts such as blood pressure screening events that teach people how to monitor their blood pressure at home. When risks are detected, individuals need a seamless connection to clinical and public health experts to achieve control and to turn the family history page to a new and healthy chapter.

If you are already one of the many Million Hearts® supporters, thank you. If you're just learning about the initiative now, we hope you will join us and take action. Together, we can make a difference for one person, one family, one community, one state—and reach 2017 with more than 1 million healthier hearts.

Janet Wright, MD, FACC

Executive Director
Million Hearts®

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